

Message Text

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ACTION ARA-20

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R 062205Z DEC 73

FM AMEMBASSY GUATEMALA

TO SECSTATE WASHDC 1466

UNCLAS GUATEMALA 5791

C O R R E C T E D C O P Y (REFERENCE ADDED)

E.O. 11652: N/A

TAGS: BEXP, GT

SUBJECT: FY 1974 COMMERCIAL PROGRAM

REF: STATE 234462

1. OBJECTIVE ONE: INCREASE U.S. SHARE OF HOSPITAL EQUIPMENT MARKET. ACTION ONE: BY DECEMBER 31 IDENTIFY PARAMETERS OF HOSPITAL EQUIPMENT MARKET BY POST CONDUCTED MARKET RESEARCH. ACTION TWO: BY JANUARY 31 COORDINATE WITH LOCAL REPRESENTATIVES OF U.S. SUPPLIERS BEST METHOD OF ENSURING MAXIMUM PARTICIPATION OF U.S. GOODS IN EQUIPPING PLANNED NEW HOSPITALS. ACTION THREE: BY MARCH 15 FIND REPRESENTATIVES FOR AT LEAST TWO MAJOR NEW-TO-MARKET AMERICAN SUPPLIERS. POST TO SUBMIT LIST OF U.S. FIRMS KNOWN TO HAVE GUATEMALAN REPRESENTATIVES. COMMERCE TO IDENTIFY AND WORK WITH SUPPLIERS.

2. OBJECTIVE TWO: INCREASE U.S. SHARE OF PACKAGING MARKET. ACTION ONE: BY DECEMBER 31 IDENTIFY MOST PROMISING TARGET SECTORS THROUGH POST CONDUCTED SURVEY. REQUEST COMMERCE AUTHORIZATION FOR TECHNICAL PACKAGING SEMINAR FOR WEEK OF MARCH 26 (THIS POSSIBILITY DISCUSSED WITH PMMI DIRECTOR FOR LATIN AMERICA, BASILIO LIACURIS, AND AMEMBASSY SAN JOSE WHERE SEMINAR BE HELD AFTER HERE). EMBASSY WILL PICK UP LOCAL SUPPORT COSTS.

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UNDERSTAND THIS MAY INVOLVE ALLOCATION SOME FUNDS BY COMMERCE BUT BELIEVE THIS SITUATION ANALOGOUS ONE

MENTIONED IN OBJECTIVE B IN REFTEL. PLEASE ADVISE.

ACTION TWO: BY JANUARY 31 PROVIDE STRICT GUIDELINES RE NEEDS OF LOCAL MARKET TO BE ADDRESSED AT SEMINAR. ATTEMPT OBTAIN LOCAL CO-SPONSORSHIP FOR SEMINAR. USIS TO PROVIDE PUBLICITY AND, IF NEEDED, SIMULTANEOUS TRANSLATION FOR SEMINAR. ACTION THREE: BY MARCH 15 DISTRIBUTE ISSUE OF EMBASSY COMMERCIAL BULLETIN FEATURING SEMINAR AND OTHER ARTICLE ON PACKAGEING. COMPLETE VIP CALLS ON TARGET GROUP. ACTION FOUR: CURING VIP CALLS FOR SEMINAR URGE MAJOR LOCAL PURCHASERS ATTEND APRIL 1974 NATIONAL PACKAGING EXPOS*TION IN NEW YORK CITY. COMMERCE TO ARRANGE VIP TREATMENT IN NEW YORK AND VISITS TO PLANTS MAJOR U.S. SUPPLIERS.

3. OBJECTIVE THREE: INCREASE U.S. SHARE OF TEXTILE MACHINERY AND RAW MATERIALS MARKET (DYES, BLEACHES OR CHEMINICALS). ACTION ONE: BY JANUARY 31 COMPLETE CALLS ON FOURTH OF TOTAL TEXTILE MANUFACTURERS IN CONCERTED EFFORT FERRET OUT PRIVATE TO'S. IN SUBSEQUENT MONTHS DO SIMILAR NUMBER OF CALLS UNTIL ALL PRODUCERS COVERED. ACTION TWO: BY APRIL 30 FIND DISTRIBUTORS OR REPRESENTATIVES FOR THREE NEW TO MARKET U.S. SUPPLIERS. COMMERCE TO IDENTIFY AND WORK WITH SUPPLIERS.

4. OBJECTIVE FOUR: ESTABLISH CLOSER RAPPORT WITH AND PROVIDE BETTER SERVICES FOR VISITING U.S. BUSINESSMEN. ACTION ONE: BY APRIL 1 BEGIN PERIODIC WEEKLY BRIEFING SESSIONS FOR VISITING U.S. BUSINESSMEN. NOTE. THIS TRIED UNSUCCESSFULLY IN SEPTEMBER WITH HOTEL AS MEETING PLACE. HOWEVER, WE BELIEVE BRIEFING BE SUCCESSFUL FROM NEW EMBASSY CHANCERY. START OF BRIEFINGS CONTINGENT ON MOVE TO CHANCERY.

NOTE: GIVEN NATURE OF EMBASSY STAFFING IN GUATEMALA AND SCOPE OF WORK, RESOURCES ECON/COML SECTION SUFFICIENT ALLOW IT UNDERTAKE ABOVE PROGRAM WITHOUT TAKING PERSONAL OR BUDGETARY RESOURCES AWAY FROM OTHER SECTIONS. DREYFUSS

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